

# POTTERY & GLASS



HUOTT PUBLISHING COMPANY

50 FOURTH AVENUE,

NEW YORK

VOLUME XV. No. 3

SEPTEMBER, 1915

25c. A COPY \$2.00 A YEAR



# FINE TABLE GLASSWARE

No illustration  
can do justice  
to this line.  
It must be seen.

A complete  
assortment of  
new goods.



Is always on  
view at our  
various  
salesrooms.  
It is there  
for your  
convenience.  
Call and see  
it.

## THE DUNCAN & MILLER GLASS CO.

MANUFACTURERS OF FINE TABLE GLASSWARE

Washington, Pa.

### SALESROOMS:

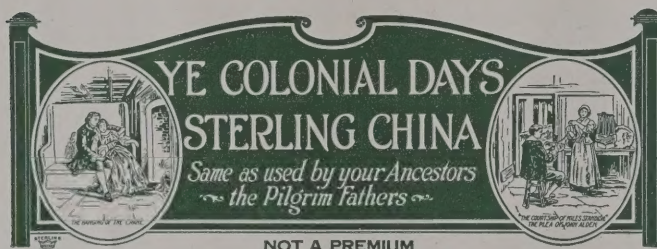
PAUL JOSEPH, 92 West Broadway, New  
York

JOSEPH TOMKINSON, 213 Commercial  
Building, Philadelphia

GREEN & THOMAS, 33 So. Charles St., Baltimore

MARSH & KIDD CO., 617 Mission St., San Francisco

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*Colonial Decoration No. A594*

Exclusively for the Jobber and the Retail Store  
**THE SEBRING POTTERY CO., Sebring, Ohio**

## Oriental Glass

A VERY COMPREHENSIVE  
LINE OF FINE DECORATED  
GLASSWARE IN RUBY,  
RUBY AND GOLD, IVORY  
AND OPAL, ALSO A COLLEC-  
TION OF SOUVENIRS THAT  
MERIT YOUR ATTENTION.

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SOUTH EIGHTH AND SARAH STREETS

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**THE ORIENTAL GLASS CO.**

Pittsburg, Pa.

TAKE CARSON STREET CAR TO EIGHTH STREET



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Send for Photographs and Prices

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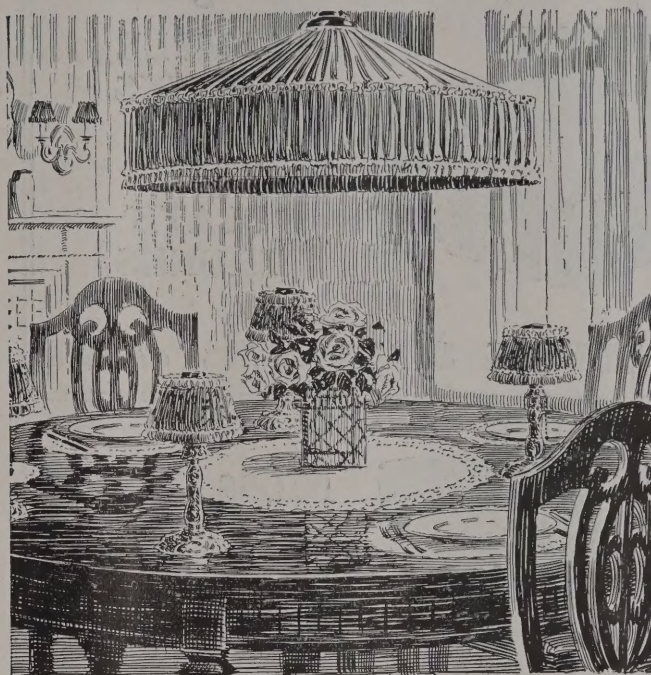
This is the  
St. Albans  
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## SYRACUSE CHINA

One of the popular styles featured in our  
magazine advertising.

WRITE US FOR AGENCY

ONONDAGA POTTERY CO.  
SYRACUSE, N. Y.



## CHENEY SILKS

Cheney Brothers have recently produced two new silks that, without question, are the finest silks obtainable for decorative purposes in which lighting effects play a part.

For decorative lamp, candle and electric-light shades, the new Cheney Mysore Silk is especially appropriate. It is woven in a great variety of color combinations and in designs including period styles, Persian, Japanese, Chinese, Jacobean and Futurist effects, as well as in stripes and in verdure motifs. These Mysore Silks are also charming as casement draperies, mellowing the light in a most delightful way.

Cheney Geisha Silks are made in 46 plain colors and are very desirable for shade linings or for lamp shades if plain colors are preferred.

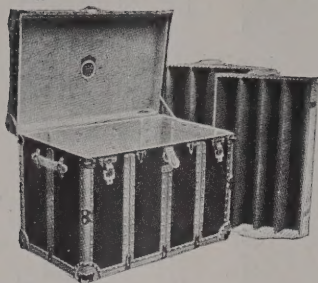
Both of these silks are sold in cut lengths.

As an aid in securing orders, we will furnish those caring to purchase sample lengths of these silks with color swatches showing the entire range in which these silks are made.

CHENEY BROTHERS  
*Silk Manufacturers*  
4th Avenue and 18th Street, New York



## Crouch & Fitzgerald



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For CHINA  
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No. 465

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Ask for catalogue of "Moss Aztec Ware."

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COMPLETE LINE SHOWN IN NEW YORK CITY  
WILLIAM M. WARRIN, 23 WEST 23RD STREET



We Manufacture at our  
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**Scarab**  
**LUSTRES - COLORS - ENAMELS**  
FOR  
**CHINA - GLASS - METALS**

**Scarab**  
**LIQUID BRIGHT GOLD**  
**SILVER-PLATINUM-COPPER**  
POWDER -- BURNISH GOLD -- PASTE

WE MAKE A SPECIALTY OF  
MATCHING SAMPLES OF OVERGLAZE and UNDER-  
GLAZE COLORS, LUSTRES, GLAZES, COLOR BODIES  
and ENAMELS.

ASK FOR OUR CATALOGUE

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EXECUTIVE OFFICES  
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# BOOKS

## Some Practical Books That Will Help You and Your Business

**FRENCH POTTERY AND PORCELAIN.** By Henri Frantz. A detailed history of the ceramic art in France. Chapters on all the famous manufactories especially those of Faience. Illustrated with sixty plates seven of which are in color. Bound in cloth. Price \$2.50. Postage 19 cents extra.

**THE KERAMIC GALLERY.** By William Chaffers. Contains several hundred illustrations of choice examples of pottery and porcelain from the earliest time up to the nineteenth century. Describes every potter and pottery making the ware. A storehouse of information. Cloth bound. 468 pages. Price \$12.50. Expressage extra.

**THE POTTERY AND PORCELAIN OF THE UNITED STATES.** By Edwin Atlee Barber, A.M., Ph.D. An historical review of American ceramic art from ancient to modern times with a chapter on the pottery of Mexico. The most comprehensive work on the subject. 365 illustrations. Bound in red cloth. Price \$5.00. Postage 32 cents extra.

**DUTCH POTTERY AND PORCELAIN.** By W. Pitcairn Knowles. An invaluable book for the collector. Deals with the porcelain and pottery ware of Holland. Describes in detail the porcelain factories and potteries of The Hague, Arnheim, Amsterdam, etc. Has an appendix giving the names of the Delft Potteries, and the members of the famous Guild of St. Luke with their marks and monograms. Profusely illustrated. Bound in cloth. Price \$2.50. Postage 16 cents extra.

**STYLES OF ORNAMENT.** By Alex. Speltz. A handbook for sculptors, architects, wood carvers, modelers, potters, etc., as well as for schools, libraries, and private study. Gives the entire system of decorative ornament in all its different styles, and illustrates its various applications. 400 plates of illustrations, with descriptive text. One volume (656) pages. 8vo. Cloth. \$5.00 postpaid.

**THE POTTER'S CRAFT.** By Prof. C. F. Binns. An enlightening treatise on the ceramic art; prepared for the instruction of the practical potter; contains many working half tone and line illustrations and formulæ. A very helpful work indeed. Bound in cloth. Price \$2.00. Postage 8 cents extra.

**ENGLISH TABLE GLASS.** By Percy Bate. A volume giving in detail the history of the glasses of the eighteenth century. Illustrated with more than seventy full page plates. Chapters on wine glasses, ale glasses and other tall pieces, candlesticks, decanters, sweetmeat glasses, etc. A very valuable reference book. Bound in cloth. Price \$2.50. Postage 17 cents extra.

**HISTORY OF ANCIENT POTTERY,** in two volumes. By H. B. Walters, M. A., F. S. A. A most elaborate and scholarly treatise on the ceramic art of Greece, Etruria, and Rome. A book for the practical man as well as the antiquarian. The standard reference on the subject. 300 illustrations; 8 colored plates. Bound in cloth. Price \$15.00 for the two volumes. Not sold separately. Expressage extra.

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Largest and most complete line made in the United States. If you want the low priced kind we have them. If your trade demands better grades try our

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**"Sylvan"**

Basket Weave  
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Etc., Etc.

No. 233 "Sylvan" Jardiniere

Sizes 3, 5 1/4, 6 1/2, 7, 8, 9, 10 and 11 inch. Beautifully modeled, rich shaded, green high glaze finish.

Suppose you want a good Jardiniere to retail at a low price for a special, see the

### "Lines That Sell"

Jardinieres to retail from 5c to \$10.00 each and each and every one show profit. Don't forget we make the

**"Dandy-Line" Yellow Ware**

**The Brush-McCoy Pottery Co.**  
Zanesville, Ohio

**COX & LAFFERTY, 25 Park Place, N. Y.**

## Now Ready

THE NEW 1915 EDITION

OF THE

# POTTERY & GLASS DIRECTORY

AND BUYERS' GUIDE

1 9 1 5



Comprising a complete list of the Pottery, Glass, Art Metal, Lamp and Lighting Fixture Manufacturers and Importers, Jobbers and Selling Agents in the United States, alphabetically arranged and classified, together with a classification of the principal branches allied with these trades : : : : : : : : :

Also contains the Official American Price List of White Granite and Semi-Porcelain Wares and the English & Sterling Price List—this is the ONLY book containing these indispensable lists together : :

### THIS DIRECTORY

Contains a list of several thousand names and is the only book of its kind published in the trade and one of the most useful. It is invaluable to the

**Buyer, Retailer and Salesman**

The Book is worth several dollars but the price is only 25 CENTS A COPY or given

**FREE OF CHARGE**

to anyone sending a year's subscription to the monthly magazine, POTTERY AND GLASS.

**Huott Publishing Co.**

450 Fourth Avenue, New York

Telephone Madison Square 2517

## THE DECORATIVE FURNISHER



FEBRUARY, 1915  
T. A. CAWTHRA & CO.  
PUBLISHERS, NEW YORK

Volume XVII Number 3

25 cents per copy \$2.00 a year

IF YOU CARRY ART FURNITURE PIECES WHICH GO WITH FINE CHINA AND GLASS, YOU SHOULD READ THE DECORATIVE FURNISHER

It will keep you informed concerning cabinets, stands, trays, etc., which are used with decorative china, pottery and glass in the home and will acquaint you with the leading makers of such furniture. Subscription price, \$2.00 a year.

**T. A. CAWTHRA & CO., Publishers**

450 Fourth Avenue :: :: :: New York



## POTTERY AND GLASS



*An inviting department in the china, glass and silverware store of Brinsmaid & Company, Des Moines, Ia., in which the intelligent use of decorative plants and flowers, and fancy lamp shades effected a "change of atmosphere" for their spring opening reception.*

*For text matter see page nine.*



# POTTERY & GLASS

VOLUME XV. No. 3.

NEW YORK, SEPTEMBER, 1915.

TERMS: \$2.00 per year in advance  
25 cents per copy

## The Advertising Influence of the Employee

THE STORE EMPLOYEES, FROM THE LOWEST TO THE HIGHEST, HAVE A DIRECT INFLUENCE IN PRODUCING THE THREE BEST ASSETS OF THE HOUSE, SATISFIED CUSTOMERS, A PLEASED PUBLIC AND CONTENTED WORKERS

WHAT is advertising? The dictionary defines it as "publicity." But it contains something more specific, more comprehensive than mere publicity. Advertising is really "identification." And just as every employee has a direct influence in the "identification" of his company, he has a potential advertising value. This is particularly true of large retail business houses, stated F. R. Slater, in a recent address, as their employees come in direct contact with the public they are endeavoring to serve. Their employees, from the highest to the lowest, have a direct influence in producing their three best assets—satisfied customers, a pleased public and contented workers. The advertising value of such employees—their value as a means of identifying their company—is therefore very great.

It is the human personality of any business which influences us, and as we seldom or ever see the heads and executives, we form our impressions from their assistants with whom we come in close touch. If they are courteous, if they show us consideration, if they are inclined to observe the customers' rights, the business will thereby become identified as a desirable concern with which to do business. Such employees are the best advertisement to their company. On the other hand, the very worst possible advertising the company can have comes from the employees who are discourteous and inconsiderate. Public impressions are formed not only by the act or words of the employee, but by the manner accompanying such acts or words. That is to say, public opinion depends largely on the personality of the employee. Personality takes in everything—our clothing, our physical, mental and moral character, our smile and our frown, the money we spend, the money we throw away. None of us has a perfect personality. We fall down here and we fall down there, but just as long as we have the spirit to remedy our defects we are progressing. I heard a merchant, in speaking about a salesman, say: "Now there is a man I could like. He is bright, he knows his business, but he leaves a bad impression every time he comes in. He is personally un-

tidy, and his language is very uncouth. I like his firm. I want to do business with them, but some day when I am not feeling just right I may let my dislike of this salesman affect my dealings with the firm." Very often consumers find fault with the company when in fact it is really not to blame, but the mannerisms of some employee have been such as to impress the customer very unfavorably. The personality that wins is the one that carries with it the conviction that the man himself is honest and that he has something to present that he understands and in which he fully believes. He must show also that the company he represents is honest. Above all he must leave the impression that he has come to give service, not merely to "sell the goods."

The personality of the employee is also largely determined by the fact of his being conscientious. Conscientiousness is that factor in a man's life that has the most to do with developing what is beneath the surface—his character, and also what is seen and known of him—his reputation. And just as it determines our estimate of an individual, it determines our estimate of a business. The character and reputation of a company are formed by the characters and reputation of the individuals by whom it is represented. If its employees are conscientious, its customers will know that its business is being conscientiously conducted, and that they will always receive a "square deal." Conscientiousness at the head of an organization permeates every part of it, and secures high standard of conduct.

The good will of a company is really its reputation for square dealings, and this reputation is governed largely by the manner in which the company treats not only its customers, but also its employees. Therefore it is probable that nothing can do a company more good with the public than contented employees. At the same time, nothing can create more adverse public opinion than disgruntled employees. Every employee, no matter how humble, has an influence in the community, which can be exerted to the great advantage of the company.

Every employee, no matter what his position, is a



salesman. First he sells his services to his company; then he sells his company's services to the community—his efforts being directly in proportion to his contentment and satisfaction in his employment. The opinion of that community, whether favorable or hostile, and its actions toward the company depend in large part on the manner in which these services are presented. If such advertising by employees is of the wrong kind, it is a cumulative liability. But let the personal advertising done by every employee—from president to office boy—be of the right kind, and we will have an asset of continually increasing benefit; and one that can be obtained in no other way.

## New Hotels Worth Watching

**All will need china and glassware in quantity lots—  
Splendid opportunities for the contract department**

**G**ETTING in on the ground floor is half the sale. Competition is keen, especially in hotel china and glass lines, so we offer the following tips on new hotels, clubs and additions to hotels for what they are worth, that all may have an equal start. This new business isn't localized, so no matter in what section of the country you are situated a little early work may bring later results:

**BROOKLYN, N. Y.**—A corporation, for the purpose of conducting hotels, amusement resorts, etc., under the name of "Whitney-by-the-Sea," was recently given a charter. They have a capital stock of \$20,000. Incorporators: Alphonse, Edgar and Gaston Sterck, of Brooklyn, N. Y.

**RYE BEACH, N. Y.**—A syndicate of wealthy men is said to be planning the erection of a hotel at this resort to cost approximately \$100,000 and to be completed next summer. It is expected that the new hotel will be raised on the site of the old Rye Beach Hotel, destroyed by fire some years ago.

**NEWARK, N. J.**—Guilbert & Betelle, architects, are revising the plans for the completion of the party-built Military Plaza Hotel, and the building is expected to be completed by April next. It is intimated that a company of Newark capitalists, headed by U. H. McCarter, president of the Fidelity Trust Co., will take over the property and operate it.

**CLEVELAND, O.**—Contract for building the \$300,000 addition to the Hotel Stadler, which will make it a house of 1,000 rooms, has been awarded to a New York construction company. The addition will be completed by March 1 next.

**MURRAY ISLE, N. Y.**—Robert Corley, Beaumont, Tex., heads a new syndicate which has bought the Mur-

ray Hill Hotel, Murray Isle, Thousand Islands, N. Y. The property will be improved and a high-class summer resort will be opened in season.

**JERSEY CITY, N. J.**—A handsome fourteen-story hotel is being planned by C. V. Fairweather, architect, for John Swenson, that will cost about \$350,000. It will have a front of 110 feet on the Boulevard, opposite Bergen Avenue.

**ASBURY PARK, N. J.**—A fireproof hotel is planned to occupy the site of the Carleton Hotel, recently burned. J. A. Havercamp, owner of the property, will commence operations late in the fall.

**CHARLESTON, S. C.**—The Bing & Bing Construction Co. of New York City is interested in the erection of new hotel of 250 rooms on the Argyle Hotel site.

**STOW CORNERS, O.**—Frank C. Wilson, president of the South Akron Banking Co., and formerly manager of the Buchtel Hotel, Akron, will build a hotel at Stow Corners.

**HOWEY, FLA. (not a P. O.)**—W. J. Howey Land Co., 500 Fort Dearborn Bank Bldg., Chicago, Ill., contemplates erection of \$100,000 hotel in new town development, Lake county.

**NEW YORK CITY.**—The Percy Pyne estate, owners of the property on the southwest corner of Amsterdam Avenue and 86th Stret, is said to contemplate the erection of an apartment hotel which will cost \$2,000,000.

**EVANSVILLE, IND.**—H. Z. Dietz, architect, St. Louis, Mo., has drawn plans for a splendid fireproof hotel to be built on the site of the present St. George Hotel, and which will be conducted by Fred Van Orman. It will have over 300 rooms. It will be ready for occupancy September 1, 1916.

**NEW ROCHELLE, N. Y.**—A \$30,000 club house will be erected by New Rochelle Council, Knights of Columbus.

**NEW YORK, N. Y.**—The Quaker Lunch Co., Inc., Bronx; operate restaurants, lunch rooms, cafes, etc.; capital, \$50,000. Incorporators, E. S. Napolis, A. J. Sessa, B. Finkelstein.

The clerk who always has a pleasant smile for a customer is worth twice the salary of the one with a chronic grouch. In the big scheme of the universe there may be some place for the grouch, but that place certainly is not behind the counter of a store. It pays to be pleasant.





A section of the imported china department of Brinsmaid & Co., Des Moines, Ia., decorated for the spring opening.

## Setting the Stage for the Seasonal Trade

ONE of the first principles of good merchandising is an attractive interior. Hundreds of dealers are putting all their efforts in their display windows alone. They make a big display that draws the public inside the store and let the store itself go without attention.

Just ask yourself "what kind of a store do women like to patronize?" It surely isn't the dirty store, or the brazenly decorated store. Stores of that nature get only the trade that match their methods. It is the clean store, the store with the well kept stock and simple decorations that gets the clean trade.

It's the year round sameness, the monotony of bare posts, walls, etc., that gets on the nerves of your trade. They go to the store that looks different. Merchants have come to realize what an important part in making profits the interior of the store has, and in the better class of stores, the up-to-date shops, the decorative

dress of the department is changed at least with the seasons.

Decorative plants, flowers, crepe paper and fresh table covers offer a wide range of diversity. The seasons of the year can be tempered so that a visit to your department will make people happy, at least while they are there, and they will buy more goods.

No better example of what can be done with the proper use of decorative plants could be found than the two views of Brinsmaid & Company's store, illustrated above and on page six of this issue. The vines entwining the posts and arches and the attractive paper shades in flower form over each electric bulb all bespoke of Springtime. Yet there is nothing in the scheme that has not a tone of refinement, the flowers and vines seeming to fit right in with the display of costly china, rock crystal and decorative lamps.

*(Continued on page 28)*



# The Difficult Business of Collecting

The manufacturer may be able to manufacture, the salesman to sell, and the merchant to retail, but unless they can collect they are unsuccessful

**C**OLLECTOR, salesman, manufacturer is the order of their importance. For a manufacturer can manufacture and turn out goods until he falls at his work, but he is a failure unless he can sell. And a salesman can sell from Maine to California and back again, but his labor goes for naught unless he can collect.

The collection end of a business is vitally important, therefore, and strange to say, it is one of the most neglected ends in the business of the average salesman.

Yes, without a doubt, increasing sales must be looked to carefully and continually, but if you don't get the money for what goes out, then you are neglecting important work and cutting into your profits.

A cash business is not the answer, either, to "bad credits." First because cash customers buy here, there and everywhere, and second because a lot of people will not be bothered with continually having cash on hand and would never be customers of a cash store. Further, a judicious extension of credit facilitates doing business, it saves time and the trade is steady. The account is the customer's bond to your store. He buys where he has the account. Therefore the retailer must look carefully to his credit customers.

Don't think you are making friends and building business by not reminding a customer that his account is growing too large. A merchant should aim to have accounts settled promptly for two reasons; he is justly entitled to the fair price in exchange for merchandise delivered—the money belongs to him. Successful business depends upon it. Secondly, if a customer is allowed to lag in payment his account he gradually drifts

## PROMISED

John Blank & Sons wrote us -

on May 8th - "Will remit in ten days;"

on May 25th - "You will have check promptly by the 1st;"

on June 10th - "Accounts are slow but will surely settle in fifteen days."

**ALL PROMISES UNFILLED.**

**Don't Promise Any More But Mail Check To-Day.**

Mess. John Blank & Sons,

Dear Sirs:

You don't like to get dunning letters.

We don't like to write them.

Already we have written you three times regarding this little account of \$7.50. That's too much, isn't it? Too much bother for you over such a trifle - too much bother for us to get what belongs to us.

Of course you are going to pay this amount soon - but if you please, try to send the money now as it's past due.

Don't let this sheet out of your hands until you wrap your check in it and mail it back in the enclosed addressed envelope.

Very truly yours,

P. S.--The promptness of payment decides the amount of credit that may be extended.

away from your store and trades elsewhere. We all know that even an honest man feels an irresistible temptation to cross the street when he sees a fellow coming to whom he owes \$5. That same hidden force works on your customer who sees his bill with you growing and growing. He goes somewhere else rather than increase the bill or run the risk of being turned down. If you had watched that delinquent account carefully and done something about it, the customer undoubtedly would not have thought of going elsewhere.

So you see collecting is not merely a matter of getting in the money, but of keeping the customer's conscience clear and retaining his patronage for your own store. The use, at the right time, of properly worded and diplomatic letters is a great help in accomplishing this.

First, just a few suggestions on starting credit accounts. Place a limit on the credit extension to every one. It might be \$50 for Mr. A, \$500 for Mr. B, and so on, according to the man's standing. Learn on what a man depends for a living, for whom he works if he is a salaried man; what other successful merchants extend credit to him. Then keep track of what is doing. If there's a strike in Jones' mill and Mr. A. works there, you won't want to allow Mr. A's bill to get large. If Mr. B's office building burns down it would be unwise to let him get in deep. And so on—watch the news.

Generally credit customers are divided into three classes. The first is composed of the men who just about qualify as credit customers. These are mostly working men who are good as long as there is work.



## POTTERY AND GLASS

But they should not be allowed to get beyond the credit limit and should be reminded by letter if they don't settle promptly.

The second class are customers of fair income and generally reliable. This is the great middle class, the majority of the store's customers and most valuable asset. A reasonable limit of credit is extended, but even they should not be allowed to drop behind.

The third class is made up of wealthy people whose credit is beyond a doubt. These people often want to settle bills quarterly, semi-annually or even annually. If a retailer extends special credit to this class, he should be prompt in rendering bills at the proper time and if the payment term of ten or thirty days is allowed

*Dear Madam:*

*We have twice reminded you as politely as we know how of your account amounting to \$7.50.*

*Do you not think it is unfair to cause us to write several letters in order to collect this little bill, especially in view of these facts:*

*1. We have delivered these goods to your house without payment. We were glad to accommodate you by charging it.*

*2. You were at perfect liberty to return the goods and have the charge cancelled had you so desired.*

*3. You have not returned the goods or indicated any question as to the correctness of the charge, and,*

*4. We naturally expect charges like this paid promptly when due. Certainly we did not anticipate having to write three letters to obtain settlement.*

*It would really help us greatly if you would dispose of it now by a prompt remittance, not only because it's costing us our profits on the sale to collect the charge, but because we dislike to have to send you these reminders.*

*Very truly yours,*

to go by, a brief, courteous note is always in order, of course just as a reminder.

Now for ideas for you to use in the mail to keep your accounts collected. This applies particularly to the largest, the second class of credit customers. When the bills are made out each month the manager should look them over. He should have a knowledge of each charge customer and know how to handle him. A statement should follow the unpaid bill if not paid in thirty days. Send your statements out regularly, promptly on the first of the month. Be on the job when checks are being written out before funds are low. If the bill is not paid in sixty days, a statement with a "Post Due" stamp on has been found effective.

After three months a merchant is justified in using

a systematic follow-up by mail urging politely but firmly the settlement of the account. The reproduced letters have been used and have brought home the bacon. What's more, they are worded in a way to get the money, but not to offend the customer or cause him to become angry.

The intervals at which to send the letters may be ten

*Dear Sir:*

*The fact that we have no reply to our recent statements regarding your account forces us to believe that they must have been overlooked.*

*Or, have you some particular reason for delaying payment?*

*As you will note, this account is considerably past due, and whatever the reason may be, we would request that you advise us just as soon as possible that we may know definitely what to depend upon.*

*Very truly yours,*

days to thirty days. No one can tell you which letter to use. There is a variety, use the one you believe will appeal most to your particular customer. Always enclose a statement with a collection letter.

We believe every live, progressive store can pick from the letters given here, one, two or more that will collect old accounts and keep accounts that are slipping a little, in a good, healthy business condition.

*Dear Mr. Brown:*

*We are at loss to understand why we have had no response to the various letters we have written you regarding your account.*

*It has been our endeavor to show the importance of attending to your account.*

*You must appreciate that your neglect of this bill and your failure to make any satisfactory explanation will inevitably reflect adversely on your credit standing.*

*Will you not give this matter your immediate attention, sending us a remittance that will cover at least part of the account if you are unable to make the entire payment at this time?*

*Expecting to hear from you promptly, I am,*

*Very sincerely yours,*

Less than 5 per cent. of the population are truly dishonest, but a great many are lax and careless. Don't be lax, keep up your collections and let these letters help.

Just one more little collection kink. Psychology plays a big part in bringing humans to do what you desire

*(Continued on page 29.)*



# The Revival of Good Cut Glass

THE REACTION IS ON AND CUT GLASS IS COMING INTO ITS OWN AGAIN. THE DEMAND IS FELT FROM ALL PARTS OF THE COUNTRY AND THE CALL IS FOR HONEST CUT GLASS—HONESTLY CUT—HONESTLY POLISHED AND HONESTLY FINISHED

“WHAT is the matter with cut glass? was the question, and a dozen leading department buyers answered “Nothing—so long as the manufacturer gives honest products and upholds the quality; everything—when he competes in price and drops his standard of production.”

And that is the story in a nut shell.

Cut glass is an artistic commodity—following the theory that a thing may be useful and at the same time beautiful. It acquires its quality from the clearness and perfection of the glass in its body and the knowledge that it is a hand-made product—that the cutting of its design, its brilliant polish, its finish are the results of manual labor—of the mind—not mechanical. But some time ago cut glass fell from its plane of glory through the tactics of the price cutter and the manufacturer who rose (or sank) to meet the fictitious demand they created.

Now, however, there is a reaction, and cut glass is coming into its own again. The demand is felt from all parts of the country—and the call is for “Honest Cut Glass—honestly cut—honestly polished—honestly finished.”

And why shouldn't cut glass be popular and remain popular? It is an excellent article for the home—on the table, on the sideboard and in the china closet. It is unsurpassed for gifts. It is practical when rightly designed, and artistic and beautiful when properly cut.

Formerly large quantities of cut glass were sold all over the country. At that time there were no complaints about its quality or its utility. But just as soon as an inferior grade was put on the market, showing haste in production and insincerity in finishing and polishing, a reaction took place. Now it is only possi-

ble to get *perfect cut glass* from a few large concerns. The rest is improperly finished and shows rough moulded edges.

The demand for good cut glass is greater at the present than the supply. Wherever and whenever perfect cut glass is shown it is sold—for the customer appreciates the proper product as much now as ever.

The demand for honest cut glass, therefore, will be stimulated and brought back into fashion just as soon as the retailers and the manufacturers see fit to market the right kind of goods.

The buyer of one of New York's best departments said recently: “Cut glass

is very strong at the present time. We are selling twice as much now as we did last year and our sales invariably are of better merchandise at better prices. Manufacturers have seen the writing on the wall and they are coming back to the days of good honest cut glass. They are putting more time on the workmanship, and designing of their products, and in consequence the demand is stronger. Then, again, we are lead to push honest cut glass because the sale of cheap cut glass doubles the cost of doing business. It takes no more time to sell an expensive bowl than it does a cheap one, and as two sales of the latter must be made to equal the former the cost

of doing business is practically doubled.

Another New York buyer, when leaving the show room of a manufacturers' agent, was asked why he didn't order cut glass. He replied: “You have nothing that interests me in price.” “What's the matter with these bowls,” asked the agent, “at ten dollars a dozen.” “That's just it,” retorted the buyer, “it's the price—if you had bowls here at ten dollars each, then you could have my order.”



No. 36—Two very attractive vases, in a combination floral and chair bottom cutting that have been very popular with the trade this fall. Both come in various heights from ten to sixteen inches and are honestly cut and finished. Vases are good sellers the year around. For other particulars write Pottery and Glass.



## POTTERY AND GLASS

And it's the same way everywhere. None of the retailers want to stock up with inferior cut glass because they cannot sell it—because it hurts their reputation—because it gives them small profit.

We wrote to the buyer of a large western house, recently, and asked him point blank what was the matter with cut glass. His reply was quite frank and it expressed the same ideas and opinions held by many another buyer throughout the country. We quote the following from his letter because it shows what a man "on the firing line" thinks of cut glass from the retailer's standpoint—and it gives a lot of food for thought to the manufacturer and shows how to meet the situation from his standpoint. This is his reply:

"In regard to your query: 'What is the matter with cut glass?' We hardly know whether we wish to go on record, but if so we would say, the matter with cut glass is that it is *not* cut glass, which means that the goods that are being sold under the heading of cut glass are pressed, and while at first the manufacturers who used the pressed blanks at least polished them after the manner of the old style of cut glass, at present there is a great deal sold that is simply dipped in the acid bath which gives it no particular lustre, while it has the form and general appearance of what used to sell for cut glass, it is really a sham, and the manufacturers who are instrumental in making and distributing these goods are further getting up some assortments composed of a few large vases and electroliers (which, if they were



No. 38—This charming bureau set is one of the most desirable gift articles shown this fall. The cutting is done by one of the leading shops in the East. The set consists of tray, cologne bottle, cold cream dish, hair receiver and powder box. It can be retailed reasonably at a fair profit. Pottery and Glass will be pleased to give you any further particulars desired.

and then scattering these assortments broadcast into the department stores who use them as a leader for their other business and care little or nothing about their reputation, especially a reputation for selling cut glass."

From this letter it would seem that it is literally up to the manufacturer to improve the quality of cut glass and advance its standard as a commodity. The retailer, without a doubt, can feature, and will feature gladly, cut glass that is honestly and perfectly made. Through his connection with the trade he can make a more personal plea for its sale than can the manufacturer, but if its quality is lowered by lax workmanship he does not feel like advocating its use. His trade is made up of satisfied customers, and cut glass that is not perfect does not satisfy very long.

If there are retailers who want cut glass that may be sold cheaply (and there are dozens and dozens who do) it is quite easy for the manufacturer to make his cuttings simpler and the size of the articles smaller, which is better than speeding through the processes of production and turning out unfinished work. Not how much for the money but how good, should be the slogan under which the manufacturer does business. A small diamond is certainly much more valuable than a large imitation—and on the same principle, a small piece of cut glass honestly made and with a brilliant finish is much better than a large piece imperfectly cut. Moreover, the competition of good cut glass with the cheaper kind is negligible, for each type is easily recognized and a customer never buys cheap cut glass with the intention of having it look the part of high grade cut glass.

There is one point more to be considered in speaking of honest cut glass—and that is the "figured blank." Some retailers claim that the figured blank is the root of all evil in the cut glass industry. This, however, is

(Continued on page 31.)



No. 37—One of the very new pieces recently put on the market—an oval nut dish with a combination cutting. The pattern is especially well executed, covers well and has a beautiful finish. It can also be had in a general line of shapes. Write Pottery and Glass for other particulars in reference to this article.

what they seem to be, ought to be \$8.00 or \$9.00 at retail) and putting them up with one or two hundred other items of smaller and less value and making it so that a package can be retailed at \$1.98 each with a small profit,





Two views of the splendid educational window display "Progressive Steps in Pottery Manufacturing" arranged by John Hawthorne, head of the china and glass department of the John Wanamaker Stores.





# Practical Law for the Buyer and the Seller

A Department Devoted to a Discussion of the Various Legal Matters That Are Constantly Confronting the Man in Business; the Opinions Rendered Are Based Upon Actual Decisions.

WRITTEN AND COPYRIGHTED BY

ELTON J. BUCKLEY

I HAVE received a letter from a Michigan lawyer, apropos of one of these articles, which so completely describes some of the difficulties that a business man encounters when he starts to sue on a debt owed by a debtor in another state, that I have resolved to publish it, with some comment. The letter comments on an article published a few weeks ago, describing the plan of the National Credit Men's Association to have all states pass a law making it unlawful for business houses to assign their book accounts, unbeknown to their creditors, as security for a secret loan. The letter raises the point that such a law might interfere with the practice of many business houses of assigning claims in other states to lawyers in those states, so that the latter can prosecute the claims directly, without being bothered by having to go into court representing an out-of-the-state plaintiff. This is often done in this way: A, a Pennsylvania jobber, has a claim against one of his customers, B, an Ohio retailer. B does not pay and A finally sends the claim to C, a lawyer in B's town, with instructions to sue. In all states B's position as suing for an out-of-the-state plaintiff, will involve considerable trouble that would not be present if the plaintiff resided within the state. It will particularly necessitate putting up a bond for costs. The theory of the law as to the bond for costs is that the plaintiff is outside the state, and therefore beyond the jurisdiction of the court in which he is suing. If the case goes against him he will become liable for costs, but cannot be made to pay them, because a judgment against him for costs would only be good within the state, and the plaintiff does not live within the state. Therefore he must put up a bond to pay the costs if he loses the case. To get around this, many out-of-the-state concerns go through the form of assigning the claim to the resident lawyer whom they have employed to bring the suit. He then becomes the plaintiff, and as he is located in the state there is no need of a bond for costs.

The letter I am about to reproduce makes the argument that the National Credit Men's Association's proposed law should not prevent *this kind of assigning* of book accounts, that is, that merely done for the purpose of bringing suit. I will reproduce the letter:

The bill to be presented to the Legislature making it illegal to assign accounts receivable may be a good thing if not carried too far, so as to make a rod for their own backs, as the saying is, by prohibiting the assignment of single claims for the purpose of collection.

As you know, in this state, as well as others, in case of suit, a resident defendant can require a non-resident plaintiff to furnish security for costs. Although the plaintiff is worth any amount, of offers to pay costs in advance, or put up the money, the security can be re-

quired just the same. I find that it is very hard to make some clients understand that they are required to furnish security for costs, although they have put up the costs in advance, and if the defendant puts in a defense, it is necessary to take depositions, as the plaintiff's witnesses may be too far away to appear in person. Taking depositions causes expense, trouble and delay, and so does furnishing security for costs. The claim may be a just and honest one, but the defendant may want to delay the suit as long as possible, and in the meantime may dispose of his property, and the plaintiff gets nothing but a naked judgment.

To simplify matters and avoid these things, outside clients often assign claims to the resident attorneys for collections, and if the model bill in question prevents that, it will work an injury to the creditors, and that is the reason I am bringing the matter to your notice. If you call attention to the framers of the bill they may make exceptions in such cases, otherwise it may be too late after the bill is passed.

I have reread the bill which the National Credit Men's Association will ask all State Legislatures to pass. It does not directly or indirectly prevent creditors from assigning book accounts to their lawyers, merely for the purpose of enabling them to bring suit more conveniently. Only the following kinds of transfers will be prevented when the bill becomes a law:

1. Secret transfers of accounts receivable within the period hereinafter fixed shall be void as against the creditors of the transferrer.

2. By "secret transfers" is meant the transfer of accounts receivable within the 60-day period, (1) out of the regular course of business; (2) without notice to (a) debtors; (b) creditors, or (c) by registration as hereinafter provided.

In assigning a claim to a lawyer, the latter is merely an agent—the creditor still owns the claim exactly as he did before. The National Credit Men's Association isn't seeking to interfere with that kind of transaction.

## SEVEN YEARS OF PROSPERITY, SAYS EDISON.

THERE are seven years of untrammelled prosperity ahead for the United States, says Thomas A. Edison, the electrical wizard.

Commenting on the war orders, he stated:

"The war orders are lending a flush to business conditions that is not real. But underneath them I can see prosperity of the most sublime sort for this nation. But one thing can overcome it—overdoing it. People must not lose their heads, as has been the case in other periods, and must conserve their resources.

"There undoubtedly will be a great influx of immigrants, coming to escape the burdens of the heaviest war taxes the world has ever seen. These, however, will only add to the prosperity of the nation, for they will be intensive farmers. Where we are getting fifteen bushels of grain from an acre, they will get forty, and it will be to our interests."



# POTTERY AND GLASS

WITH WHICH IS COMBINED

## GLASS AND POTTERY WORLD

GLASS AND POTTERY WORLD, Founded 1893.  
CHINA, GLASS AND POTTERY REVIEW, Founded 1897.  
Amalgamated April, 1905.  
POTTERY AND GLASS, Founded 1908.  
Amalgamated April, 1909.  
REG. U. S. PATENT OFFICE

PUBLISHED ON THE FIFTEENTH OF EACH MONTH BY  
HUOTT PUBLISHING COMPANY  
450 FOURTH AVENUE, NEW YORK

THOMAS A. CAWTHRA . . . . . *President and Treasurer*  
JAMES P. ROME . . . . . *Vice-President*  
FRANK F. LYONS . . . . . *Secretary*

DEVOTED TO THE INTERESTS OF THE POTTERY, GLASS, LAMP, ART  
METAL AND ALLIED INDUSTRIES

SUBSCRIPTION RATES: UNITED STATES, \$2.00 PER YEAR. ALL OTHER  
COUNTRIES, INCLUDING CANADA, \$2.50 PER YEAR  
25c. a copy. Back Numbers 40c. each.

Change of copy and instructions regarding advertisements appearing in  
the magazine must reach this office not later than the 5th of the month  
as the first forms are sent to press on that date.

Entered at the New York (N. Y.) Post Office as Second Class Matter.

Vol. XV. SEPTEMBER, 1915 No. 3

### ADVERTISING IS REPETITION.

Once in a while a particularly good story comes to light in which the value of repeated advertising is pounded home with certainty. Here is such a story; it elaborates in a simple, forceful way the argument that success in anything is founded on try-try-again methods: Advertising is repetition.

That is to say, advertising is telling your story over and over again.

To put one advertisement in a paper one time, be it ever so big, is not, in a commercial sense, good advertising.

It will not pay.

As well give a costly oil painting to your best customer and call that advertising.

Suppose the entire annual advertising appropriation of Royal Baking Powder were put into double page ads and run in all the newspapers, in only one issue. Would it pay?

Royal Baking Powder, after being advertised for thirty-six years in every paper and in every issue, was capitalized for \$20,000,000. Approximately nineteen millions of that great sum, according to Lincoln Steffens, was in one invisible, but tangible asset—publicity.

This enormous publicity asset was built up by ceaseless repetition—continuous advertising—every day, every year, for thirty-six years. Royal Baking Powder was dinned into the people until they knew.

It would not be necessary to dwell on this matter of repetition in advertising if it were not for the fact that inexperienced advertisers overlook it.

They get tired of saying the same thing over and over again.

They think the public gets tired, too, so they abandon their monotonous task. They do not stop to think that the public pays little heed. That the skin of the public is as thick as a plank. Because they themselves are intensely interested in what they are advertising, they imagine the public is interested, too, and they fear the public will get satiated and sore. So they quit before they get started. They abandon the mine just before they reach pay ore.

You cannot uproot existing business connections in that way.

It takes everlasting repetition.

It is the constant dropping of water that wears a hole in the stone.

Here is a story that illustrates excellently well what we mean by the value of repetition.

"Once I had a cheap lawyer try a law suit for me," said a well-known lecturer.

"He got up before a long-whiskered jury that I felt sure would convict me of manslaughter for a quarter's worth of cigars.

"This is what he said:

"Gentlemen of the Jury:

"Plaintiff seeks to recover from defendant, Kimball, \$165.00, claiming that the horse was windbroken at the time of the sale.

"Now, what are the facts as shown by witnesses John Palmer and Frank Bentz, as they stood there in the road?

"Plaintiff Robinson asked Kimball, defendant in the case, 'How is the wind?' and defendant said, 'Take him and wind him, and judge for yourself.' So Robinson takes the horse by the halter and runs down the road about twenty rods and back again, and said he would take him. No further conversation passed between the parties to this sale. Now, gentlemen of the jury, what was the contract? What did defendant say? 'Take him and wind him, and judge for yourself.' That is what he said, gentlemen, 'Take him and wind him, and judge for yourself.' There is no evidence to show that defendant ever referred to blind staggers. He simply said, when Robinson asked the question, 'How is his wind?' 'Take him and wind him, and judge for yourself.'

"Passing over this matter, and reviewing the testimony of John Alexander, what does he say defendant said, 'Take him and wind him, and judge for yourself'? One other point, gentlemen, I ask you to particularly bear in mind, and that is that in this conversation, in which my client said, 'Take him and wind him, and judge for yourself' nothing more was said. Simply the words of an honest country boy, who knew nothing of the artful deception of horse trading, rang out on the still air that June morning as they stood there in the road—the innocent, frank and manly statement of an unsophisticated youth, 'Take him and wind him, and judge for yourself.'

"My lawyer talked this way for an hour and twenty-one minutes.

"The judge slept as peacefully as a child. Flies buzzed in the court house windows—all was quiet save the low monotonous drone of my perspiring lawyer. The bailiff and I went out and got a drink, and when we came in and slammed the door, seven of the jurors awakened just in time to hear, 'Take him, and wind him, and judge for yourself.'

"The twelve good men and true returned a verdict in my favor in six minutes and taxed all costs up to the plaintiff."



# Technical Facts and Figures

AN INTERESTING DEPARTMENT OF TIMELY COMMENTS ON SUBJECTS OF PARTICULAR INTEREST TO THE POTTERY AND GLASS TRADE

## DEFINING CHINA, PORCELAIN AND EARTHENWARE.

**T**HE pottery and glass trade, in general usage, seems undecided exactly what is meant by porcelain, china and earthenware. Some people speak indiscriminately of these three materials and leave considerable doubt in the minds of their hearers just what they mean. There is, however, a decided and distinctive difference between each of these materials, and as the technical ingredients and method of fabrication are also peculiar and individual in each case, it may be well to discuss at length the qualities which differentiate china from porcelain, and earthenware from both of these.

First, let us refer to Webster and his definition of each:

**CHINA:** Porcelain ware or porcelain; so called (original chinaware) in the seventeenth century, because brought from the Far East, and differing from the pottery made in Europe at that time. Loosely, crockery in general.

**PORCELAIN:** A fine earthenware differing from ordinary pottery in being more or less translucent, and in its superior whiteness, hardness, and difficulty of fusion; also called china or chinaware. Name derived from the porcelain or Venus shell, either, because of its smoothness and whiteness, or because it was believed to be made from it. Porcelain was made in China for many years, but successful attempts to imitate it in Europe date from about 1470. Natural or hard-paste porcelain and artificial or soft-paste porcelain, the latter the result of European efforts to imitate the hard porcelain of the East.

**EARTHENWARE:** Vessels or other utensils made of burnt or baked clay, especially the coarser or less artistic kinds.

The similarity of the three definitions, to the lay mind, is undoubtedly confusing. In his treatise on ceramic industries, Emil Bourry gives this fulsome discussion of porcelain:

Before the sixteenth century, the word "porcelain" was used to denote objects manufactured of mother-of-pearl from the shell called porcelain. After that time it was used, from the similarity of appearance, to indicate Chinese ware.

Porcelains are impermeable, translucent ware with a white or colored body, but the latter is only for a decorative purpose. Their impermeability distinguishes them from the terra-cottas and faïences, and their translucency makes them differ from stoneware. In order to define translucency precisely, it is necessary to specify the thickness of the body and the intensity of the light. When only slightly thick, light colored stoneware and some feldspathic faïence are rich in flux and possess relative translucency. On the other hand, all kinds of porcelain become opaque when the thickness of the body is sufficiently increased. At the present time, there is no precise rule for determining

where opacity ceases and translucency begins; it is a question of appreciation.

"Hard" porcelain is distinguished from "soft" porcelain; these two adjectives should be taken first in the sense of resistance to heat, and afterwards of the mechanical hardness of the glaze. Hard porcelain has a silicious body of china clay and alkaline or partly calcareous fluxes. It is usually covered with a glaze, the vitrification of which takes place at the same time as the burning of the body, at a temperature of 1300° to 1400° C. The glaze cannot be scratched with steel.

Hard porcelains form a well-defined group, and are easily distinguished from other wares. From the point of view of use, the six following varieties may be distinguished: (a) Porcelain for table-ware and for decoration. (b) Refractory porcelain intended to be submitted to heat. (c) Porcelain for electrical insulators. (d) Porcelain for mechanical purposes. (e) Architectural porcelain, and (f) dull porcelain (biscuit porcelain.)

Tender porcelain, on the contrary, includes a number of wares which are very different from the hard porcelains, with which they have scarcely anything in common, being burned at a lower temperature, and having a softer glaze.

## HARD PORCELAIN.

The manufacture of hard porcelain is concentrated in Haute-Vienne and Cher in France. In Germany, the principal centres are in Saxony, Bavaria, Thuringia, and Silesia. There are also factories in Bohemia, Belgium, Denmark, Russia (Finland and Poland), Italy (Tuscany), the United States (New Jersey and Ohio), China (Kiang-Si), and in Japan. Hard porcelain is not made in England.

It is generally agreed that 8 cwt. of various raw materials must be used for manufacturing 1 cwt. of porcelain. The chief of these are fuel, fireclay, china clay, feldspar or Cornish stone, quartz, plaster (for the moulds), etc. As all these products are not found in one single locality, it is necessary, in choosing the site for a new factory, to take into account the different expenses of transport, and especially that of the fuel. It is equally necessary to think about labor, because skill plays a large part in moulding, sagging and decoration.

The body for hard porcelain is a mixture of china clay, silica, and alkaline fluxes. Sometimes part of the alkalines is replaced by lime. In very rare cases magnesite or talc is partially substituted for the china clay.

Hard porcelain body should—

1. Have sufficient plasticity to be suitable for moulding.



2. Be burned at a sufficiently high temperature to allow the employment of a very hard glaze.
3. Have as great a translucency as possible.
4. Be of slightly bluish-white color.

Alumina hydrosilicate in the form of plastic clay, which serves as a basis for all the bodies previously described, cannot be used. It would produce bodies which are too fusible or opaque, and would not be of the required whiteness. On the other hand, in the form of china clay, alumina hydrosilicate is more refractory and makes the bodies more translucent and whiter.

The China clays, even if sufficiently pure to be used for the manufacture of porcelain, vary greatly in composition and properties. Their value must be decided on a "rational analysis" (treatment with sulphuric acid.) The alkalis dissolved by this treatment may be ascribed to mica, by regarding it as having the composition of muscovite,  $6\text{SiO}_2$ ,  $3\text{Al}_2\text{O}_3$ ,  $\text{K}_2\text{O}$ ,  $2\text{H}_2\text{O}$ , and the insoluble alkalis as orthoclase bedspar,  $6\text{SiO}_2$ ,  $4\text{Al}_2\text{O}_3$ ,  $\text{K}_2\text{O}$ , any soda being reckoned as an equivalent of potash. Thus, the proportions of the mixture of alumina hydrosilicate, quartz, feldspar and mica, which make up the china clay are obtained.

It is also necessary to make a practical experiment in order to ascertain the plasticity of the body. The dimensions and probably the shape of the grains of alumina hydrosilicate are, in fact, more variable in china clay than in the plastic clays, so that the higher its plasticity, as in the Cornish china clays, the nearer it resembles corresponding clays (kaolins) from China and Japan.

The non-plastic materials added are quartz, quartzose sand, or biscuit porcelain; the fluxes are feldspar, Cornish stone or chalk. It frequently happens that a single china clay, especially when it is a lean one, cannot give the needful composition, and two or even three clays are, therefore, mixed together.

The raw materials used in France are principally the feldspathic clay from St. Yrieix, with the addition of a quartzose stone found in the same beds, and a little grog obtained by powdering biscuit porcelain. In some cases, a little marble or chalk is added. In Germany and Austria, where the china clays contain very little feldspar, a special mixture of china clay, feldspar and quartz must be made.

#### GLAZES.

The glazes employed for hard porcelain are silicates of alumina and other bases, principally lime and alkalis. According as the alkaline earthy bases or alkalis preponderate, the glaze is calcareous or alkaline (feldspathic.)

The relative proportion of silica and alumina varies little, but there is double the amount of fluxes in the Oriental glazes, which accounts for their greater fusibility.

In France, pegmatite from St.-Yrieix is almost ex-

clusively used as a glaze. It closely resembles a mixture of feldspar, quartz and china clay. Its fusibility may be regulated by the addition of quartz.

In Germany and Austria, the glaze is composed of a mixture of the last three substances. In those countries for a long time, and even now to a great extent, calcerous glazes were used, the lime being introduced in the form of marble, chalk or whiting, or as a burnt sulphate of lime.

In the East, the glaze appears to be made of a stone similar to pegmatite (Cornish stone) finely powdered and diluted in milk of lime.

The calcerous glazes are usually more transparent and penetrate into the body better than the alkaline glazes, which are more milky and need to be applied to a thicker layer. But, as the latter give a more velvety and agreeable appearance to the porcelain, they are generally preferred. The burning of the body and the glaze is done simultaneously, so that there must be a complete agreement between the temperature needed for vitrifying the body and that for burning the glaze.

#### BODY

The body is always prepared in a slip state. The china clay is first sorted and carefully washed, unless bought ready for use as is now customary; the quartz and feldspathic rocks are also sorted and then ground to powder. As stated before, the body may be prepared by two methods. In the first, the measuring is done when the materials are dry and they are afterwards mixed with water and ground, while in the second, the measuring takes place when the materials are in a liquid state, as they have been separately mixed with water before or after grinding.

The first method is used at Limoges; the second in England, Germany, and Austria. Whatever the method of grinding and measuring, the liquid body (slip) is afterwards sifted, submitted to the action of electric magnets to remove any iron particles and is then made into a firm cake in a filter press. These moist cakes are placed in cellars, where they are kept for some time before being used. In some cases, the bodies are prepared in special factories.

Previous to moulding, the cake of body is put into a kneading machine, water being added to it if necessary to get rid of any air-bubbles it may contain.

#### DECORATION.

The decoration of hard porcelain presents special difficulties. For decorative moulding, the slight plasticity of the body makes it very difficult to manufacture many objects, the execution of which would, on the contrary, be relatively easy in faience or stone ware. The Chinese discovered some expedients in moulding, but the body they used is more plastic than ours, and labor is considerably cheaper there than in any other place.

(Continued on page 24)



# The Buyers and Sellers

Business and Personal Items About Prominent People  
in the Different Branches of the Trade

**O'HARA**—George O'Hara for some time past buyer of china and housefurnishings for the C. H. Yeager Co., Akron, Ohio, is now associated with the Edward Wren Company, Springfield, Ohio, in a similar capacity. Mr. O'Hara has had considerable experience in these lines and will undoubtedly continue his past success in his new position.

**O'NEILL**—Peter O'Neill, one of the oldest china and glass buyers in the East, in point of service, has resigned his position with Abraham & Straus, Brooklyn, N. Y., and is taking a well-earned rest. Mr. O'Neill was widely known among manufacturers and salesmen and besides his long service in Brooklyn was for five years associated in a similar capacity with Snellenberg, Philadelphia, Pa.

**MOSCOWITZ**—Harry Moscovitz, who bought the china, glass and house furnishings for the Simpson-Crawford Corporation up to the time the business was liquidated, has succeeded Peter O'Neill at Abraham & Straus, Brooklyn, and will buy the china and bar glassware for that house under Grant Straus, son of Nathan Straus, who has been made merchandise manager of the entire china, glass and lamp department.

**HEIDT**—Fred Heidt is now buying the table glassware and cut glass for the above concern, succeeding Mark Hanna, who resigned at the same time as his chief, Peter O'Neill, did.

**PAPKE**—A. Papke for the past two years china and glass buyer for the Fourteenth Street Store, Chicago, operated by L. Klein, has resigned his position and engaged with Burgess & Nash, Omaha, Nebraska, as buyer of house furnishings. Prior to his position with the Fourteenth Street Store, Mr. Papke was associated with Lefly's Department Store and Edward Schuster & Co., both of Milwaukee.

**CLARK**—N. L. Clark, for a number of years manager and European buyer for the china, glass and lamp department of the D. H. Holmes Co., New Orleans, La., and one of the leading experts in his line, is now buying for Lipman, Wolf & Co., Portland, Oregon.

**DUGAN**—Thomas Dugan, widely known in glass manufacturing circles and also to the trade in the New York market, has accepted the position of general manager of the Mound Valley Glass Co., Mound Valley, Kansas.

Mr. Dugan organized and was formerly manager of the Dugan Glass Co., now known as the Lonaconing Glass Co., Lonaconing, Md.

**CREANGE**—Henry Creange, one of the leading china importers in New York, is interested in a recent New York State corporation that will do a general interior decoration business. The new concern is known as the Creange-Walter Company, Inc., G. E. Walters, an interior decorator, heading the company. H. E. Warnecke, now associated with Mr. Creange, is also interested in the new company and recently went abroad on business of the new concern. They have leased the entire second floor of the Anderson Galleries, 15 East Fortieth Street, New York.

**BAHL**—John Bahl, formerly in charge of the decorating department of the Trenle China Company, has recently joined the selling force of the Knowles, Taylor & Knowles Pottery Co.

**FITZSIMMONS**—Peter Fitzsimmons, formerly with the Simpson-Crawford Co., and the O'Neill-Adams Co., New York, has succeeded G. McLaughlin as buyer for the china and glassware department of the McCreery Store, Pittsburgh, Pa.

**ECKERS**—Edward Eckers has been engaged by Duncan Dithridge, 240 Fifth Avenue, New York, and will hereafter sell the Bryce Brothers Co., blown glassware and Floral Crystal lines in the Metropolitan District.

**BURKE**—Mr. Burke, who was formerly assistant buyer of house furnishing goods for the W. & A. Bacon Company, Boston, is now connected with the house furnishing department of the Timothy Smith Company, of the same city.

**CHAPUT**—J. W. Chaput, is now doing the buying for the china and glass departments of James Levi & Co., Dubuque, Iowa. He was formerly connected with Porteous, Mitchell & Braun, Portland, Oregon.

**SEMLER**—George Semler, president of the George Borgfeldt Co., New York, returned early in the month from an extended trip abroad in the interest of his business.

## H. H. JARRETT & CO., SUCCEED HEROLD & JARRETT

**T**HE POTTERY and glass supply firm of Herold & Jarrett, 123 Liberty Street, New York City, N. Y., has been succeeded by H. H. Jarrett & Co., the new firm being composed of Harry H. and Henry T. Jarrett. This concern has been very successful in marketing "Feurit," a patented preparation that prolongs the life of saggers and kilns. Many of the largest potteries in the country are now using "Feurit," as its wonderful heat resistance has made it a money saver to the manufacturer, a fact attested by the numerous duplicate orders that are being regularly received.



# Among the Glass Houses

BEING A PAGE OF SHORT NOTES OF BUSINESS AFFAIRS IN DIFFERENT FACTORIES

**P**ARKERSBURG, W. VA.—Parkersburg is to have another glass plant, according to news given out last week. The Modern Flint Glass Co. of West Virginia will own and control the new plant. The representatives, John McFadden and James O. Gill, who have been here for several days conferring with the Board of Commerce, have completed the principal financial arrangements for the concern. It will have cost \$50,000 when completed, and will be located on the South Side.

Three acres will be required for the plant to build on and this will be provided by the Board of Commerce. About 125 men will be employed.

This matter has been under consideration for about two months, but has been delayed on account of making satisfactory financial arrangements which have been settled and it is probable that the work of construction will begin within ninety days.

The company has a capital stock of about \$40,000, and besides a working capital of about \$10,000. This money is expected to be used to good advantage in the building of a completely equipped plant, and if this is done according to agreement there will be no trouble for the new concern to find financial support on the part of the local banks.

\* \* \*

**Lonaconing, Md.**—At the annual meeting of the Lonaconing Glass Co., held recently, the following officers were elected for the ensuing year: President, James Love; vice-president, James B. McAlpine; treasurer, Duncan R. Sloan; secretary, Edward Sloan. Former State Senator James M. Sloan is chairman of the board of directors. In addition to the above the directorate includes George D. Campbell, D. Lindley Sloan and Matthew H. Sloan.

\* \* \*

**Columbus, O.**—The Belmont County Tumbler Co. was incorporated last Monday at Columbus, O., with an authorized capital stock of \$25,000, by George O. Robinson, W. G. McClain, Harry Neff, R. C. Faris and James W. Stewart. This organization purposes to engage in the manufacture of tumblers at Bellaire, O., at the site formerly occupied by the Buckeye Enamel Co.

\* \* \*

**Trenton, N. J.**—The Mercer Glass Co., of this city, has recently been formed to manufacture light cut ware. Edward O'Neill, who was with the Jefferson Glass Co. and the Haskins Glass Co., and Manfred Gillware are the owners.

\* \* \*

**Fostoria, O.**—The organization of the Fostoria Glass Novelty Co., which has taken over the abandoned plant

of the General Electric Co., at Fostoria, O., has been completed and officers elected as follows: President, J. H. Jones; vice-president, Ira Cadwallader; secretary-treasurer, A. Thornton; assistant secretary and sales manager, W. G. Edmonds; general manager, George P. Edmonds; factory manager, Harry W. Edmonds. George P. Edmonds was formerly factory manager for the New Martinsville Glass & Manufacturing Co., New Martinsville, W. Va. He has been succeeded at New Martinsville by Robert Thomas, formerly factory manager for the Premium Glass Co., Sapulpa, Okla. This new organization will manufacture a general line of pressedware, tableware and opalware of all kinds.

\* \* \*

**Pittsburgh, Pa.**—At the annual meeting of the United States Glass Co., held here last month, President Marion G. Bryce, in his report, stated that business was unfavorably affected by the European war and domestic conditions during the first half of the year, but that a gradual revival has been in evidence the last half. The balance sheet shows surplus of \$239,531. Bills and accounts payable are placed at \$426,509. Receivables and cash aggregate \$491,675. Bonds outstanding are \$389,200, and inventories foot up \$566,304. The report of the Glassport Land Co. shows a surplus of \$209,268, and total resources of \$951,448. The old board of directors was elected as follows: William M. Anderson, J. D. Ayres, L. Z. Birmingham, Marion G. Bryce, James F. Challinor, W. D. George, Charles J. Kappler, L. A. Meyran and David Yost. The re-election of the old officers occurred at a later meeting held September 8.

\* \* \*



The use of illustrations like the above in retail advertising is another way of putting "human interest" into the store advertising. The above illustration was used in one of the September sale announcements of the John Wanamaker store, New York. Out of the beaten path, it had an appeal that caught the attention of the newspaper reader, and doubtless created desire.



# In the New York Market

A Description of Seasonable and Staple Novelties That Have Lately Made Their Appearance and Where to Get Them



A **S**PLENDID line of hotel china from the plant of the Buffalo Pottery Co. is now on exhibition at the salesrooms of A. H. Ledden. The new line is the result of long experimenting and careful study of hotel, club and restaurant needs and undoubtedly will find a ready market. The Buffalo hotel ware is vitreous and absolutely pure white, a feature that brings out the full beauty of the decoration. While a goodly number of samples are now on display, the complete line will be ready for the inspection of visiting buyers the latter part of this month. Special decorations, badges, crests and monograms will be especially solicited. The usual line of dinnerware from this pottery, including the popular Buffalo Willow Tree pattern, and a full line of specialties are also shown at this salesroom.

\* \* \*

The use of decorative period motifs on cut glass has been the aim of a number of the leading manufacturers for some time past, and invariably the result has been far from pleasing, the difficulty lying not in the cutting of the design, but in designing the pattern so it can be cut. A very interesting design, which, by the way, is the work of its exhibitor, Duncan Dithridge, has been executed on a line of Bryce Brothers Company's stemware, in which a splendid Adam motif is used in combination with a very finely cut floral pattern. Work of this kind is extremely difficult to execute, but it is so far advanced over the ordinary conventional cut glass cuttings that the effort is worth while.

\* \* \*

While at the McAlpin recently George E. Gaylord, president of the Enterprise Cut Glass Company showed his new cut glass patterns to a large number of visiting buyers with very gratifying results. The light cut end of the line has been considerably increased and improved this season; the "Daisy," a beautiful floral design, being featured. The "Rambler Rose" line of cuttings is shown on a number of attractive new shapes, novelties

such as jewel cases, satin lined and silver mounted; powder boxes, and hair receivers. The other patterns shown were the "Syringia," an all-floral cutting featured on a full line of vases; and the "Royal" a combination cutting featuring a daisy spray. The line is complete in every way and is one that will find a ready sale in every section of the country.

\* \* \*

The Royal Copenhagen Porcelain and Danish Arts newest additions to their line of fine porcelains include a great assortment of modeled dogs, practically all the popular breeds being shown in characteristic poses. The entire collection was shown at a recent kennel show at the Hotel Nassau, Long Beach, and needless to say were blue ribbon winners.

\* \* \*

Herman C. Kupper is introducing a new line of domestic glassware under the name of "Pate Riz" glassware. The line consists of full stemware service and a wide range of table pieces such as bowls, nappies, comports, etc. This new line is a high quality article, in graceful shapes, hand decorated.

\* \* \*

William Dealing is showing a wide range of light cuttings on a strong line of tumblers and water sets that are meeting with success in the New York market. The cuttings are both conventional and floral. A special cocktail set consisting of six highball glasses and tall jug are decorated with a pleasing rye spray cutting.

\* \* \*

H. Benedikt has recently put a number of new dinnerware patterns on display at his local salesrooms, the popular black and white treatments being shown in a number of new designs.

\* \* \*

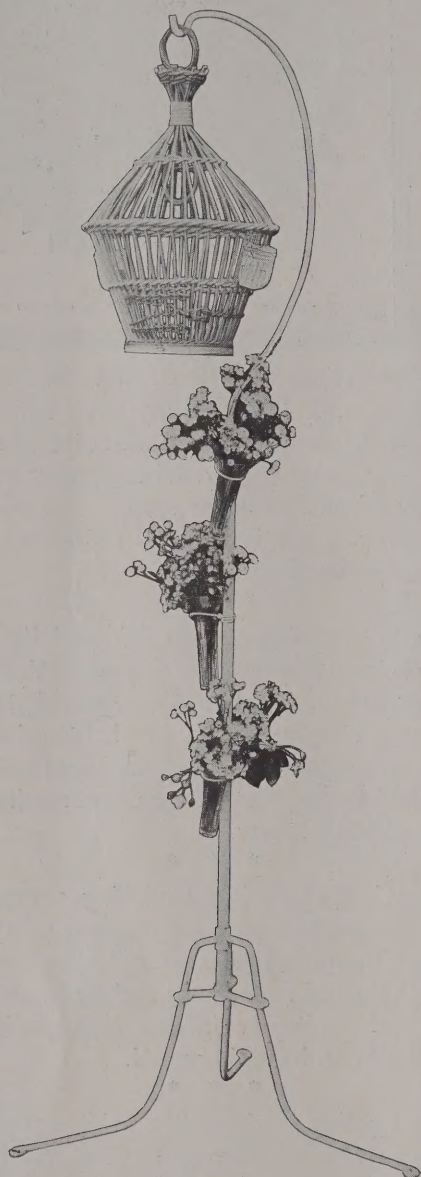
Dealers whose trade desire a quality line of decorated glassware should see the beautiful line of crystal goods A. P. Doctor is now showing. A special buffet service consisting of eight each of water goblets, clarets, cock-



## POTTERY AND GLASS

tails, sherries, cordials, ice tea tumblers and coupe champagnes, every piece with a 24-karat gold band, line is shown in a number of distinctive decorations.

One of the interesting items in the line of decorative novelties, lamps, etc., of Gudeman & Co., New York, are the decorated bird cages. The quaint little willow



No. 39. Tall floor stand, metal construction, with suspended decorated wicker bird cage and three glass flower containers—A good china department specialty—Write Pottery and Glass for particulars.

cages are suspended from a gracefully crooked metal arm which extends from either a metal or mahogany floor stand, three glass vases for natural flowers being attached to the stand at varying heights. The line is ideally adapted for use in the conservatory, living room or on the porch. Porcelain feeding cups are furnished. Bird novelties are shown in wide array from the suspended ring with electric parrot perched in the centre to the small wicker cage with its illuminated occupant. Then there are the hand carved tree stumps

with electric birds, and the carved rock with bird and bud vase. All make charming decorations and will go strong this fall and winter. They also show a fine line of gift pieces in mahogany. They consist of various sizes of glass-lined ash receivers, cigar and cigarette-holders, tobacco jars, plain and carved book-ends, card-desk pressers, and a well assorted line of mahogany vases with glass containers. One of the very latest additions to the line is a desk set of mahogany with compartments for stationery, pens, etc., and equipped with crystal ink wells, the whole standing on a mahogany base attached to which are two electric candles with adjustable silk shades. Some splendid period designs are shown in the portable and floor lamp line, the Adam styles predominating. A great variety of silk and cretonne shades to match each style standard are also displayed. The complete line of this concern is moderately priced and should receive consideration from the visiting buyer.

### GOVERNMENT WANTS POTTERY MOULD MAKER

**A**N ANNOUNCEMENT has just been made by the United States Civil Service Commission at Washington, D. C., that an examination will be held on September 22 for a mold maker in ceramics to be located at Pittsburgh, Pa., at the branch of the Bureau of Standards. The circular states that he "will assist in original investigations in the treatment of clay and clay products." The examination will be divided into two parts, the first of which will be questions on ceramics and pottery making, and second, practical questions in mold making. The applicant must have reached his twenty-first year and must be a citizen of the United States.

No boat will turn turtle quicker than one carrying too much sail. Don't load your expense account with so much advertising that it cannot carry it.

\* \* \*

The store may have off days, when customers are few; but there should be no off days in the advertising department.

\* \* \*

The merchant who advertises on the hit-or-miss plan will find that he makes more misses than he does hits.

\* \* \*

A personal acquaintance between the man who writes the ads and the printer who sets them up will prove profitable.

\* \* \*

Advertising is not like buying a lottery ticket and then waiting to draw a prize. It is like buying a bond and waiting for the interest to accumulate.

\* \* \*

When an advertised bargain is not a bargain it can be counted upon to be a boomerang.





## From All Over the World

LITTLE NOTES OF INTEREST TO  
THE TRADE PICKED UP FROM  
DIFFERENT PARTS OF THE GLOBE



### RISE IN AUSTRIAN CHINA PRICES PREDICTED.

**B**ECAUSE of contracts that run until the end of the year, Bohemian china and porcelain factories have not yet felt the effects of the 15 to 20 per cent. rise in the cost of coal. After January 1 next, however, new contracts at higher prices must be entered into, writes Consul Wallace J. Young, Carlsbad, Bohemia, Austria, under recent date.

So far there has been no advance in wages, although such action has been forecasted for some time. A number of the larger plants making goods for domestic consumption, which for several months worked only half time, now have enough orders to keep them busy five or six days a week. When these orders are filled and the factories return to the old schedule of three days a week, then the question of an increase in the wage scale will again come to the fore.

With these coming increases in the cost of labor and fuel, it may safely be predicted that next winter the prices of the cheaper grades of china and porcelain will be advanced.

### IMPORTANT POTASH DEPOSITS IN SPAIN.

**T**HE recent interest taken in the deposits of potash salts in Cataluna, which promise to be of extraordinary importance, has given rise to some discussion as to the best method to pursue in their exploitation. Spain wishes to safeguard the domestic supply of potash by embodying in the mining concessions the necessary guaranty for the protection of Spanish industries. With this object in view, the royal decrees of June 30 and October 1 were issued and a bill was presented to the Cortes and approved by the Senate which, when it be- permit the intervention of the State to protect the supply comes law, will regulate concessions to potash mines and its consumption. Pending the reopening of the Cortes, work on the potash deposits has been practically suspended, and as the demand for potash is augmented by the present European situation the Spanish Government realizes that it might be prejudicial to national interests to hinder in any way the development of mining for this mineral.

Accordingly, on June 10 a Royal decree was issued, in harmony with the general provisions of the bill now pending. It provides that the concessionaire of mines of potassic salts as well as any potash-producing Minerals shall uninterruptedly work the mines to which right may have been conceded, whether for carrying on experimental boring or for actual mining. In the latter case it will be understood that the obligation to exploit the mine will be enforced only when the value of the production covers the expense incurred. The concessionaire is obliged to reserve for national consumption such part of the salts produced as the Government shall deem advisable. All beds of potash shall be registered at the civil governor's office of the Province in which they are found, and the Government will inspect the work on these concessions in order to enforce compliance with its regulations.

### FELDSPAR PRODUCTION IN 1914.

Statistics compiled by F. J. Katz, of the United States Geological Survey, indicate that the marketed production of feldspar in 1914 amounted to 135,419 short tons, valued at \$629,873. This is the largest production reported for any year and is an increase of 12 per cent. over the production of 1913. The price received per ton in 1914 was, however, a little less than in the previous years, and the value of the total production was about 19 per cent. under that for 1913. The following States produced feldspar in 1914: California, Connecticut, Delaware, Maine, Maryland, New Hampshire, New York, North Carolina, Pennsylvania and Virginia. Feldspar is used principally in the manufacture of pottery; it is used also in the manufacture of emery and corundum wheels, and in the manufacture of opalescent glass.

The value of abrasive materials of all kinds produced in the United States in 1914 was \$3,614,263, as reported by F. J. Katz, of the United States Geological Survey. Natural abrasives produced in 1914 were valued at \$1,200,143, artificial abrasives were valued at \$1,685,410, and the value of all the abrasive materials imported into the United States in 1914 was \$728,710.



## FINDING OUT WHAT CUSTOMERS WANT.

**T**O supplement the "want books" kept by clerks, a middle-western department store provides cards to be filled out by customers. According to System these cards are placed in the racks beside all the elevator doors and convenient to the exits. They are headed as follows: "If we didn't have what you wanted, kindly fill out this card and deposit it in the suggestion box." Space is left below for the customer's name and address, and a description of the article wanted; and the customer is asked to indicate whether he wants to be notified when the article is in stock, or whether it shall be sent out on approval. Much trade that might slip away is retained by this means.

## GOOD APPEARANCE ESSENTIAL TO SELLING GOODS.

**I**F you were to ask one hundred people what a salesman is, ninety of that hundred would probably tell you that a salesman is a man who sells something. They are right as far as they go, but they don't go far enough. A salesman is a man who sells goods at a profit. The ninety people left out the most important part of a salesman's duty—to sell goods at a profit. You will notice there is no limit to the quantity of goods sold, so the salesman sells as much as he can at a profit.

Now, how are we to get the best results as salesmen? In the first place, appearance plays a very prominent part. Why? Because no customer will listen to a salesman who has not a clean appearance. A slovenly salesman will repel a customer rather than attract one. But to go a little deeper into appearance, what is it really composed of? How does it help the salesman to be successful with his customer?

A salesman with good fitting clothes, clean linen, well brushed hair, clean teeth, and unaffected breath is at leisure to talk practically as long as he desires to his customers. It is a pleasure for the customer to listen to him, while on the other hand, a clerk or salesman with dirty hands or face, foul breath, and dirty linen never experiences the pleasure of being able to make an extra sale, for the customer will never buy more than what she actually requires when waited upon by the slovenly salesman.

A clean and neat appearance seems to make a salesman better able to talk because he has not the inclination to hurry the customer away, while when one is not clean, it is natural to keep out of sight as much as possible. He is, by the help of his cleanliness, able to talk fluently and usually able to talk right to the point. Take the best salesman in New York, put a dirty collar and tie on him, and he will be under a great disadvantage. He simply cannot work as before, because the dirty collar and tie are uppermost in his mind, and he cannot forget the fact, which gives him very little time to think of his work. That is easily remedied, you say.

Yes, it is, but how often is it that when you go into a store you will find the clerks untidy? Appearance, after all, is a great thing, and it would be a good thing for us to pay attention and take heed if we wish to be classed as salesmen and be able to dispose of goods at a profit.

## Defining China, Porcelain and Earthenware

(Continued from page 18.)

but the body they used is more plastic than ours, and labor is cheaper.

Decorating with color presents difficulties of another kind, as on account of the high temperature at which the burning must take place there is only a small number of coloring materials which can be employed.

The body may be colored by the following materials:—

**Blues.**—Cobalt oxide, the shade being modified by a mixture of chrome oxide or uranium oxide. It is necessary to frit the cobalt oxide with zinc oxide before mixing it with the body.

**Grey.**—Iridium oxide and platinum. The tone can be improved by adding cobalt oxide.

**Yellow.**—Uranium oxide.

**Browns.**—Mixtures, in various proportions, of iron chromate and manganese oxide.

**Rose.**—Mixture of alumina and chromate of potash, first heated in the hard fire with an oxidizing atmosphere, and afterwards added to the body.

The introduction of these coloring materials into the body has the effect of varying its fusibility, and it is necessary to modify its composition by the addition of china clay or feldspar.

Under-glaze color is little used on account of the small number of colors which can be employed. Only one, cobalt oxide, is much used, though the oxides of uranium, chrome and iridium, a mixture of chromate of iron and manganese oxide, etc., might also be employed. These oxides are generally mixed with the body, heated in a hard fire, and then put on the biscuit. It is then necessary to fix the color by warming the body before the glaze is applied. Generally, the colors thus obtained are rather dull, as no glaze is completely transparent.

It is difficult to apply the color to the unburnt glaze and this process is seldom employed.

Over-glass coloring may be obtained on hard fired ware by putting the collar on the vitrified glaze and heating it a second time in saggers, with an ordinary burning. The colors thus used have a flux (ordinary glaze modified by the addition of some alkaline-earth bases) added to them.

How many men do you know who are today getting rich honestly without the assistance of advertising?



# Lamp Lighting Fixture, Shades & Art Metal

THE popularity of the hanging dome is waning. Even though it is but a short time ago that no dining room was complete without the leaded glass dome. In fact, even the rental agents used its very being as a strong argument for the "all improvements" dwelling. Then why has the dome become *passee*? Nine times out of ten much of the fault found with the dome rested with the man who put it in place. Had he used common sense, and plenty of piping, the dome would still be a desirable lighting unit for the small dining room. It concentrates the light upon the table where it is wanted, but when it is hung too high the bright glare shines directly into the eyes of the diners much to their discomfort. That white glare is just what is killing off the dome, the manner in which the leaded art glass designs were cheapened also helped, but faulty installation is the commonest cause.

The demand of the day is for lighting fixtures that give something more than light, for of all the decorative accessories that go into the interior of the home,

lamps are an ever changing and always interesting feature. The decline of the dome will not hurt the manufacturer, or the retailer, for that matter, for there will always be something more decorative, and better adapted than the old lamps or fixtures.

This fall simplicity is the dominant note in lamp and fixture designs. Utility being their chief aim, their artistic quality depend on the ability of the designers, and in this respect there is no end to the range of patterns shown. The bases are constructed of every conceivable material, metals, wood, porcelains and glass, the metal and wood being the most popular with the general trade. The shades may be either fabric or glass, beautiful creations in both materials being shown by all the leading houses.

\* \* \*

One of the finest assortments of wood lamps with silk and fabric shades to match is now ready for the inspection of the trade at the showrooms of the George C. Lynch Co., New York. The Adam, Louis XVI,



A splendid display of portables, floor lamps, and bronzes in the store of the H. B. Graves Co., Inc., Rochester, N. Y.



## POTTERY AND GLASS

Hepplewhite and Italian Renaissance decorative periods are strongly featured in the new collection.

Artistically designed and executed, each lamp is a study in decorative art, notable for the originality of its design. Another feature of the line is the new Spanish gold finish, a beautiful antique gold that is used alone and in combination with enamels, oak, and mahogany. The shade line is in full keeping with the high class character of the standards, and the different examples are shown in both period styles and seasonable novelties in silk, lace and cretonnes.

Special attention is called to the line of silhouette decorated shades, a style of lamp shade decoration upon which this company has secured the patent rights. These shades are shown in old ivory and black, and canary and black, in a wide range of shapes and styles, and have proved very successful. It is the intention of the Lynch Company to proceed against any infringement of this patent.

In addition to their regular line of lamps they are displaying a comprehensive collection of moderately-priced portables, boudoir, desk and floor lamps with fabric shades to match.

\* \* \*

A splendid assortment of mahogany lamp standards in machine turned patterns with silk shades in soft old colorings of red, blue, gold and green are being featured by the M. Herbert Co. They are also showing a number of wood specialties adapted for the gift section and a strong line of candle sticks.

\* \* \*

The Pittsburgh Lamp, Glass & Brass Co. have recently sent Mr. Weber, their New York representative, a number of good period design portables. The



Carved lamp with silk shade, from the line of the George C. Lynch Co.

Adam period motifs are mostly used, the overlay work being sharp and well executed. Lamps after this style of decoration are shown in gold and old ivory finishes. Another new line recently brought out by this concern



A charming little electric portable with carved base and draped shade, from the Waud Mfg. Co.'s line.

is an urn-shaped base of brushed metal, either brass, silver, copper or gold, the broad base of which tapers gradually to the burner. Hand decorated glass shades, some with delicately done etchings, are used with this new shape base. The demand for mahogany lamp bases has enabled this concern to place a neat metal base on the market with a perfect mahogany finish, that looks very much like the real thing.

\* \* \*

A number of specialties that will be found readily salable in the china stores and departments, are made by the Waud Mfg. Co., 1193 Broadway, New York. In their announcement they illustrate a combination set, consisting of a standard, which can be used with a bird cage attachment, flower holder, or lamp shade, for table use or as a reading lamp. These stands are made of wood enameled in dainty Dresden colorings, and are appropriate for use in boudoirs or reception rooms.

The line shown by this firm also includes table and floor lamps in carved wood—mahogany and dull and burnished gold finish, colored enamel; hand and wall mirrors, carved wood wall brackets and innumerable specialties that are suitable for the gift and holiday trade. Notwithstanding the fact that these are of fine quality and correct designs, they are reasonable in price and can be retailed at a good profit.

Men whose names you used to hear every day you now think of once a year. They are still there, perhaps, but they have stopped advertising.

\* \* \*

Josh Billings said, "I don't care how much a man talks if he only says it in a few words." That is the nub of the whole advertising creed.

\* \* \*

If you are overworked, and want to take the rest cure; stop advertising, and you will soon be lost in the shuffle.



## News from the Potteries

**E**AST LIVERPOOL, O.—A general optimistic feeling that the fall and winter months will be extremely busy ones for the domestic pottery manufacturing interests prevails throughout the Ohio pottery district. This is due to the steady increase in purchases of domestic ware, dinnerware being particularly favored this year by many exclusive shops who heretofore have sold exclusively imported goods. The general improvement in both the body and decorations of domestic ware has also been a big factor in the increased demand, and as long as the ware continues as it has for the past year or so there is no danger of it losing favor with the public, even though the European war were to end at once. All imported goods will eventually be advanced in price, and while some of the domestic manufacturers are loath to admit it, retailers would not be surprised to see prices here advanced once the domestic manufacturers get to working to capacity.

\* \* \*

*Wooster, Ohio.*—The Board of Trade recently signed a contract with the Wayne China Company whereby that concern will erect a pottery manufacturing plant in Wooster. The company expects to employ about 250 persons and to begin operations by January 1. It is stated that the company will make a general line instead of confining themselves to cooking ware as originally planned. The increasing demand for domestic dinnerware and present large production of white-lined cooking ware determined the change.

\* \* \*

*Carrollton, Ohio.*—It has been announced here that plans have been made for the erection of several new kilns to the capacity of the Albright China Co., at Carrollton, O. This is the last of several new potteries in the Ohio district to be started, and the cause of the immediate increase in kilns is said to be due to the large volume of business being offered the company. The sales department of this company is in charge of Col. Will. A. Rhodes, formerly identified with the selling forces of some of the largest potteries in the East Liverpool district.

\* \* \*

*Sebring, Ohio.*—With a total capacity of 55 kilns, Sebring is now the second largest pottery producing center in the United States. That this capacity is to be increased at an early date is admitted. Throughout the past year, the Sebring plants have been operated on a much stronger scale than many other potteries, and

the production has been almost up to capacity. Reports are current that several new kilns are to be added to the Sebring district before the end of the year, which will bring the capacity of the plants up to 60 kilns.

\* \* \*

*Grafton, W. Va.*—Following the annual meeting of the stockholders last week, the officials of the Consolidated Manufacturing Company, which has had its plant idle for several months, announced that the plant would resume in the near future. The board of directors was elected as follows: H. A. Baldrige, of Rochester, N. Y.; E. E. Meyers, of Pittsburgh, Pa.; A. O. C. Ahrendts, George R. Ahrendts and S. B. Davis, all of Grafton. The directors elected the following officers: President, A. O. C. Ahrendts; Vice-President, H. A. Baldrige; Secretary and Treasurer, George E. Ahrendts; Sales Manager, S. B. Davis.

\* \* \*

*Chicago, Ill.*—The incorporation of the International China Co., with a capital stock of \$10,000, has caused considerable speculation in trade circles, some reports having it that this company planned to manufacture decorated white china. This latter report is, in part, correct, for the company will buy large quantities of ware which they will have decorated with their own decals. As soon as preliminary arrangements have been completed they will commence an extensive advertising campaign in which a series of historical or pictorial plaques will be used. Manufacturers of domestic china and semi-porcelain wishing to get in touch with this company, who will use large quantities of ware, are requested to write POTTERY AND GLASS.

\* \* \*

*Steubenville, O.*—The Steubenville Pottery Co. plans to take over the idle plant formerly operated at Toronto, O., by the American China Co., according to a Ohio exchange. There are six kilns in this plant, and it has not been in operation for close to three years. J. R. Warner, now of Los Angeles, Cal., and Thomas Price, now with the Consolidated Manufacturing Co., at Grafton, W. Va., last operated the Toronto plant. President Harry D. Wintringer, of the Steubenville Pottery company, announces that if his company can procure the Toronto property it will be operated through the Steubenville offices.

\* \* \*

*Du Bois, Pa.*—A four-kiln generalware plant, modern in all of its equipment, will be put into operation



about the middle of September at Falls Creek, Pa., for the manufacture of hotel china. The moving spirit in back of the enterprise will be J. B. Lessell, a practical potter, who has worked in East Liverpool and Sebring, O. Mr. Lessell comes of a family of potters, his father and grandfather and great-grandfather, having been identified with the industry all of their lives. Before coming to this country in the early eighties, Mr. Lessell was in the employ of Villeroy & Boch, celebrated china manufacturers of Mettlach in-laid ware, Germany, and this experience, and his subsequent study and pursuit of the finer problems of the industry, are expected to prove a valuable asset to him in the management of the Dubois China Co., at Falls Creek.

The plant which Mr. Lessell has taken over was built by W. J. Harvey, a pottery promoter but the plant was never operated.

Mr. Lessell was in East Liverpool last week and talked over some of his plans with President Menge of the Brotherhood. He said it was his intention to make hotel and restaurant china. He will use none but pure American clays and products in the making of his body and glaze. Numerous experiments have convinced him that he can not only make a translucent body, but that he can fire it with one fire as well.

## Setting the Stage for Seasonal Trade

*(Continued from page 9)*

Established in 1856, at a time when it was necessary to haul the first crates of earthenware across the prairies, for the railroad had not yet entered the town, which was almost a frontier fort, Brinsmaid & Company have progressed with the times. At that time other merchandise was sold in connection with crockery; in fact, the crockery was only a side line.

Gradually the town grew and the demand increased, and one of the firm, then known as Perkins & Brinsmaid, having a liking for the china and glass end of the business, separated, the remaining partner taking over the dry goods and other lines. The result of this separation was the establishment of an exclusive retail and wholesale china store, the business of which has gradually increased until now the store occupies a building forty-four feet by one hundred and forty-two feet, four stories high, where complete lines of china, glass and silverware from both domestic and foreign factories are handled and distributed throughout Iowa and Nebraska. They have been particularly successful in securing hotel supply contracts and display a sample plate from each hotel or club on a gallery plate rail.

When the business was started five people were employed, today-the staff numbers twenty-five in addition to the proprietors.



A well arranged display of china and glassware in the large home furnishing store of the H. B. Graves Co., Inc., Rochester, N. Y. A splendid assortment of high grade goods is shown, the fancy china and dinnerware on the tables, while the crystal and costly china goods are displayed in spacious wall cabinets. The H. B. Graves Co. are known throughout the state for their facilities in every department.



# With the Retailers

Notes of New Firms and Changes in Old Concerns in the China, Glass and Lamp Trade

THE GOERKE CO., Newark, N. J., will move their business from its present location, on or about September 15th, to the building formerly occupied by the W. V. Snyder Co., whose business the Goerke Co. took over some years ago and have operated for the past five years. During 1914 the Oscar Michael Co. used the building. The new location gives the Goerke Co., considerably more room and is considered greatly superior from a business standpoint. They will install a number of new departments and will open with an entire new stock of goods.

\* \* \*

The European war has had no apparent effect upon the business of the Woolworth chain stores, the sales for July amounting to \$5,873,374, as compared with \$5,111,919 for the same month in 1914. From January to July 31 the sales were \$38,754,480, as compared with \$35,727,000 for the same period last year.

\* \* \*

The Efrd Mercantile Co., operating stores in Durham, Concord, Charlotte, and Winston-Salem, North Carolina, and at Rock Hill, South Carolina, is about to open a store in Columbia, S. C. They have taken a two-story building on a prominent corner, with a long term lease, and will equip the new store in a thoroughly modern manner.

\* \* \*

W. J. Tonkin, who with Mr. Mourane, recently took over the Hagan China Store, Greensboro, N. C., and converted it into the present beautiful Crystal Palace, has returned to his former position with the Meyer's store. He still retains his interest in the crystal shop, but the active management will be in the hands of Mr. Mourane from now on.

\* \* \*

Following the agreement of the creditors of the J. B. Greenhut Company at hearings before Referee Peter B. Olney to plans for a settlement of their claims, the Greenhut Company was incorporated last month with a capital of \$10,000,000 to carry on the business of the old firm, which was thrown into bankruptcy last April. The assets are given as "the good will of the J. B. Greenhut Company," and it is stated that the business is to be carried on with \$7,625,000. The incorporators are Sidney A. Anderson, Joseph F. Curtin and Howard K. Wood, of 36 Nassau Street. The formation of the new company is in accord with the agreement dated August 17 and entered into by the Monmouth Securities Company, Joseph B. Greenhut, and Benedict

J. Greenhut, with Otto L. Domerich and Frank L. Worral, chairmen of creditors' associations.

The Big Store Realty Corporation, to do a business in realty, construction, furnishing merchandise, was also incorporated last Thursday, capital stock of no par value, to carry on business with \$300,000. The incorporators were Edward Willis, Edward W. Todd and John P. Fritts.

## WEDGWOOD & SONS ENJOIN WOOLWORTH STORES.

JOSIAH WEDGWOOD & SONS, Ltd., recently secured an injunction in the United States District Court against the F. W. Woolworth Co., the 5 and 10c. syndicate, enjoining them from selling cameos in imitation of the Wedgwood Jasper Cameos and from using the name "Wedgwood" or any simulation of it in connection with the sale of cameos. The complaint was extremely interesting and went into the history of the Wedgwood Cameos and showing that in January, 1907, the term "Wedgwood" was registered as a trade mark at the Patent Office.

It was alleged that the sale of similar products of a very cheap quality by the Woolworth concern at 5 and 10c., whereas the Wedgwood cameo of the same kind would sell from \$2.50 to \$15 or more. The complaint further alleges that not only did these cameos sold in the 5 and 10c. stores simulate the Wedgwood cameo in every way, but they were sold on cards bearing the name "Wedgwood" and "Wedgewood" and sometimes "Wedged wood" some of the cards with the word "Wedgedwood" being accompanied by the word "genuine."

As there was no objection to the injunction proceedings, Judge Julius M. Mayer granted the injunction enjoining the F. W. Woolworth Co. or its agents from offering for sale cameos in imitation of any designs of genuine Wedgwood cameos and their using the name "Wedgwood" in any manner.

## The Difficult Business of Collecting

(Continued from page 10.)

them to do. For instance, if you owed a man \$12.00 and he sent you a bill for \$112.00, you would go quickly to your man and ask him what he meant, wouldn't you? Well! that's just what you want to try. This has been worked many times. It brings the man in, you get a chance to talk to him and perhaps secure a partial payment, if not all. You can explain the amount of the bill by its possibly being a clerical error.

This material will only be worth something to you if you use it. Right now you probably have several accounts owing that can be collected by a letter or two.

This article is reproduced from "Good Store Keeping" magazine.



## OBITUARY

ALBERT O. WHITNEY

Albert O. Whitney, president of the R. & H. Whitney Company, decorators and retailers of china and glassware, 10 West Forty-sixth Street, New York, committed suicide last month, as a result of financial reverses brought about by the war in Europe. Mr. Whitney was treasurer of the Art China Import Co., which failed early in the year, and shortly after he embarked in the newer enterprise. Deceased is survived by a wife and three children.

## GOOD TRADE OPENINGS IN NEW ZEALAND.

THERE is a splendid opening in New Zealand for china and glassware, and it would apparently pay American manufacturers to enter the market seriously, since now is an exceptionally opportune time to get a foothold, states Consul General A. A. Winslow. Practically none of these wares are manufactured in New Zealand. Imports of these goods amount to a handsome sum, though they are only a few items out of many that might be pushed with profit.

The value of glassware imports was \$241,496, \$105,665 coming from the United Kingdom and possessions, \$92,989 from Germany, \$28,021 from Belgium, and \$8,811 from the United States.

Glass and glassware pays duty as follows: Glassware, globes and chimneys for lamps—for United Kingdom and possessions, 20 per cent. ad valorem; additional tariff for all other countries, 10 per cent. ad valorem. Mirrors and looking-glasses, framed or unframed—for United Kingdom and possessions, 25 per cent. ad valorem; additional tariff for all other countries, 12½ per cent. ad valorem.

Imports of chinaware in 1913 amounted to \$262,642, of which the United Kingdom and possessions furnished \$191,981, Germany \$58,666, Japan \$5,825, and the United States \$866. Chinaware pays duty as follows: China, porcelain and parian ware—for United Kingdom and possessions, 20 per cent. ad valorem; additional tariff for all other countries, 10 per cent. ad valorem.

## IMPORTERS EXPECT THEIR GERMAN GOODS SOON.

THE situation involving the thousands of dollars' worth of German and Austrian merchandise held up at Rotterdam and other neutral ports is gradually being cleared up and the importers are looking forward to a speedy delivery. In a recent report to the State Department, Ambassador Page stated: "The British Government is now agreeable to the presentation of applications by the Foreign Trade Advisers, acting informally for importers, through the British Embassy in Washington. You are further informed that details of arrangement are now being worked out. It is advisable for importers to forward proofs as to goods or-

dered before March 1 by contracts under which they are liable to make payment, including clear statement of the circumstances of the case and the original contract or certified copy."

The arrangement will result in the Trade Advisers' resuming negotiations which have been interrupted since June 15 by the British refusal to consider further applications for special permits under the order in council. Goods amounting to \$167,000,000 have been tied up at Rotterdam alone, and it is expected that the new arrangements will release not only these shipments, but all goods of German and Austrian manufacture for which American importers have incurred obligation.

Details now under consideration by the British authorities include the question as to how long the arrangement will be allowed to continue in force, and the question of limiting continuing contracts under which American importers are liable for goods which may be delivered for months to come.

While the State Department has steadfastly refused to recognize the right of Great Britain to impose the restrictions on commerce embodied in the Order in Council informal negotiations for exemptions from the order have been conducted by the Foreign Trade Advisers. On June 15 Great Britain declined to act on further informal representations, although private attorneys and brokers in London still were securing permits releasing ships abroad.

## CHINA AND GLASS GOLFERS PLAY SEPT. 22.

THE September tournament of the Pottery, Glass & Brass Golf Association will be held over the course of The Essex County Country Club, West Orange, N. J., on Wednesday, September 22. From present indications quite a large number will participate, as by this time the majority will have returned from their summer vacations tuned up for the battle.

The golfers may take either the 7:30, 8:20 or 8:30 a. m. train from Hoboken, buying their tickets to Orange, where conveyances will be waiting to transport them to the club house.

*Below many of the illustrations of staple articles and seasonable novelties that are appearing in POTTERY AND GLASS we have put a number. This is to provide a simple method of referring for information. Just give us the number (never mind the page or the issue in which the article appeared) and we will gladly tell you all about it—size, color, price, and the maker's or distributor's name. Please enclose postage with your inquiry.*



## POTTERY AND GLASS

### Revival of Cut Glass

(Continued from page 13)

far from the fact. In truth the figured blank has made possible the production of better cut glass than was ever produced before. It does away with the time work of hand marking and gives a certain uniformity and balance of production to the finished article not possible by former methods. And so for the deception of designing which the figured blank predicates, it is only necessary to state that artists in making paintings often trace their finished work from small originals—and sculptors often enlarge statues from small clay models. In both cases, however, no one claims fraud against the artist or the sculptor for this method of working, and certainly no artistic value is taken from a piece of cut glass just because it is produced from a figured blank.

In forthcoming numbers of POTTERY AND GLASS, we will make further pleas for the return of cut glass to popularity. In the meantime we will welcome expressions from our readers either *pro* or *con*, not necessarily for publication but as suggestions or hints for the shaping of our own material.

#### CHINA CLAY CARGOES HELD UP.

THE American Consul at Plymouth has received complaints from shippers in Cornwall to the effect that ships laden with china clay destined for the United States are being detained by the British Government. The Consul learned upon inquiry that the detention is due to the government's prohibition of exportation of china clay to non-British countries except under license.

The shippers are communicating with the government authorities with a view to obtaining licenses.

#### INDUSTRIAL WINDOW DISPLAY ATTRACTS CROWD.

ONE of the most interesting window displays seen in New York in some little time was the industrial pottery display at the New York store of John Wanamaker, Broadway and Ninth Street. The progressive steps through which the raw materials pass finally emerging as the finished product were wonderfully depicted in this big window, the arrangement and collecting of the various specimens being the work of John Hawthorne, the china and glass buyer, and his son, Langley Hawthorne, who assists him. The exhibit showed specimens of clays, feldspar and quartz in the raw state and prepared for working. Moulds, saggers, the ware in the biscuit, glazed, etc., the method of decorating and sheets of decals. While the materials were those used in the manufacture of domestic goods, the background of the display showed a fine assortment of French, English and German ware. Exhibits of this kind cannot but be of great educational value, for were the methods of manufacture of various articles known to the purchaser the question of price would not so often enter in the sale.

#### PARAGRAPHS FOR THE PROGRESSIVE DEALER.

There are not enough show cards used in the majority of stores. Why don't you see that more are used? Even if the work is not the best, it is better than none. In the meantime, follow our course on show card writing and try to improve your efficiency in this direction.

\* \* \*

The clerk who regards himself as a part of the firm may seem to his fellows to take himself too seriously, but he will get ahead when the others are lagging behind.

\* \* \*

If your store or your windows do not seem light enough, it may not be more light that is needed, but a better distribution of what light you have.

\* \* \*

Never slight a stranger's trade just because he is a stranger. You never know who a stranger is or what he may be able to do for you.

\* \* \*

No matter how anxious you may be to make the sale, don't say anything that may result in dissatisfaction when the goods are used.

\* \* \*

The first thing to do in starting an advertising campaign for the store is to get something worth advertising.

\* \* \*

Old ads will not sell new goods, but new ads will sell old goods.

\* \* \*

Some advertisers are perhaps large enough to disregard the company in which their copy is found, but the small advertiser may well be careful.

\* \* \*

The ad that is all heading will attract attention, but it will sell no goods. The ad that is all body and no heading might sell the goods but no one reads it.

\* \* \*

The man who boasts, "I do not have to advertise my business," is likely to end by having no business to advertise.

\* \* \*

Tying your store down to one form of advertising is like tying yourself down to one form of food. The store may get along, but it will be in spite of that condition rather than on account of it.

\* \* \*

The fact that you think that your advertising is great stuff does not make it so. Get a few unbiased opinions upon it, and you may find that it could be improved.

\* \* \*

Advertising space worth using is worth filling with the very best copy that you can write.



## EXPORT OPPORTUNITIES

**T**HE following requests have been made to the U. S. Department of Commerce, full particulars of which may be had upon application to that Bureau:

*Cut Glass, Etc.*, No. 18026.—A firm in the United States writes the Bureau of Foreign and Domestic Commerce that one of its customers in Peru desires to communicate with American manufacturers and exporters of crystal and cut glass.

*Glass and Chinaware*, No. 18036.—A merchant in Russia informs an American consular officer that he desires to establish commercial relations with American manufacturers and exporters of glass and china-ware. Correspondence may be in English. The man states that he can furnish satisfactory reference.

*Kaolin*, No. 18096.—A firm in Brazil, with offices in New York City, informs an American consular officer that it wishes to communicate with American importers of Brazilian kaolin, an earth used in the manufacture of crockery. Correspondence may be in English.

*Glassware*, No. 18175.—An American consular officer in France transmits the name and address of a business man in his district who desires to represent American manufacturers and exporters of glassware.

*Porcelain, Chinaware, Crystal and Glassware*, No. 18184.—An American consular officer in France is informed by a manufacturer's agent that he desires to represent American manufacturers of porcelain, china-ware, crystal and glassware. He wishes to act on a commission basis. Reference is given.

*Earthenware*, No. 18215.—A manufacturer's agent in an insular possession informs an American consular officer that he wishes to communicate with American manufacturers and exporters of earthenware and glassware. He states that he will pay by sight draft against shipping documents or place orders through a New York commission house for confirmation shipment and payment. Reference is given.

## W A N T E D

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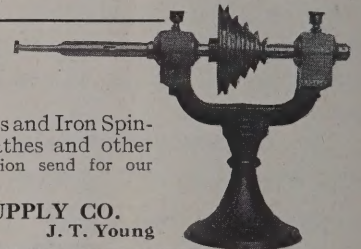
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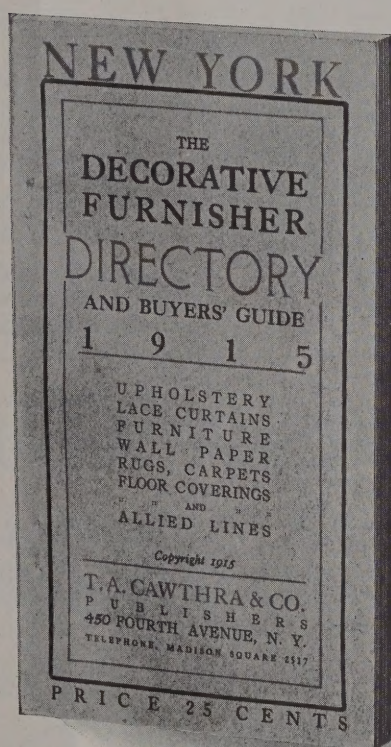
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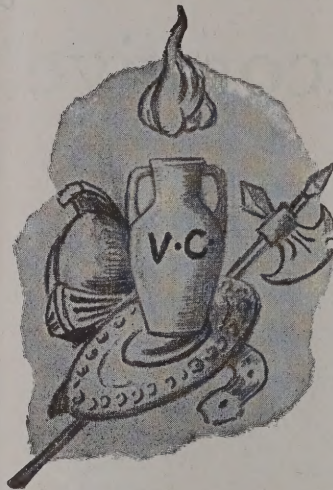
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